



AMD Xileon™ Panel Processors

The Ultimate Visual Experience™ for LCD TVs

January 7, 2008
International CES

AMD's Technology Leadership



Energy-
Efficient
Processing

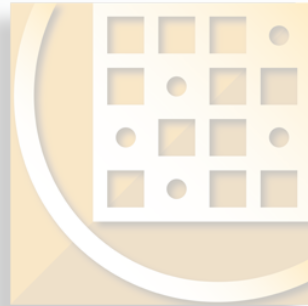


Ultimate
Visual
Experience



Affordable
Internet
Access

AMD's Consumer Electronics Focus



Energy-
Efficient
Processing



Ultimate
Visual
Experience



Affordable
Internet
Access

AMD's Consumer Electronics Business

DTV



AMD 
Xilleon™

- Over 40 million units shipped over product life

Handheld



AMD 
Imageon™

- Over 200 million units shipped over product life

**Driving the Ultimate Consumer
Entertainment Experience**

AMD's Leading CE Customers

SONY

NOKIA



SHARP

JVC



Panasonic

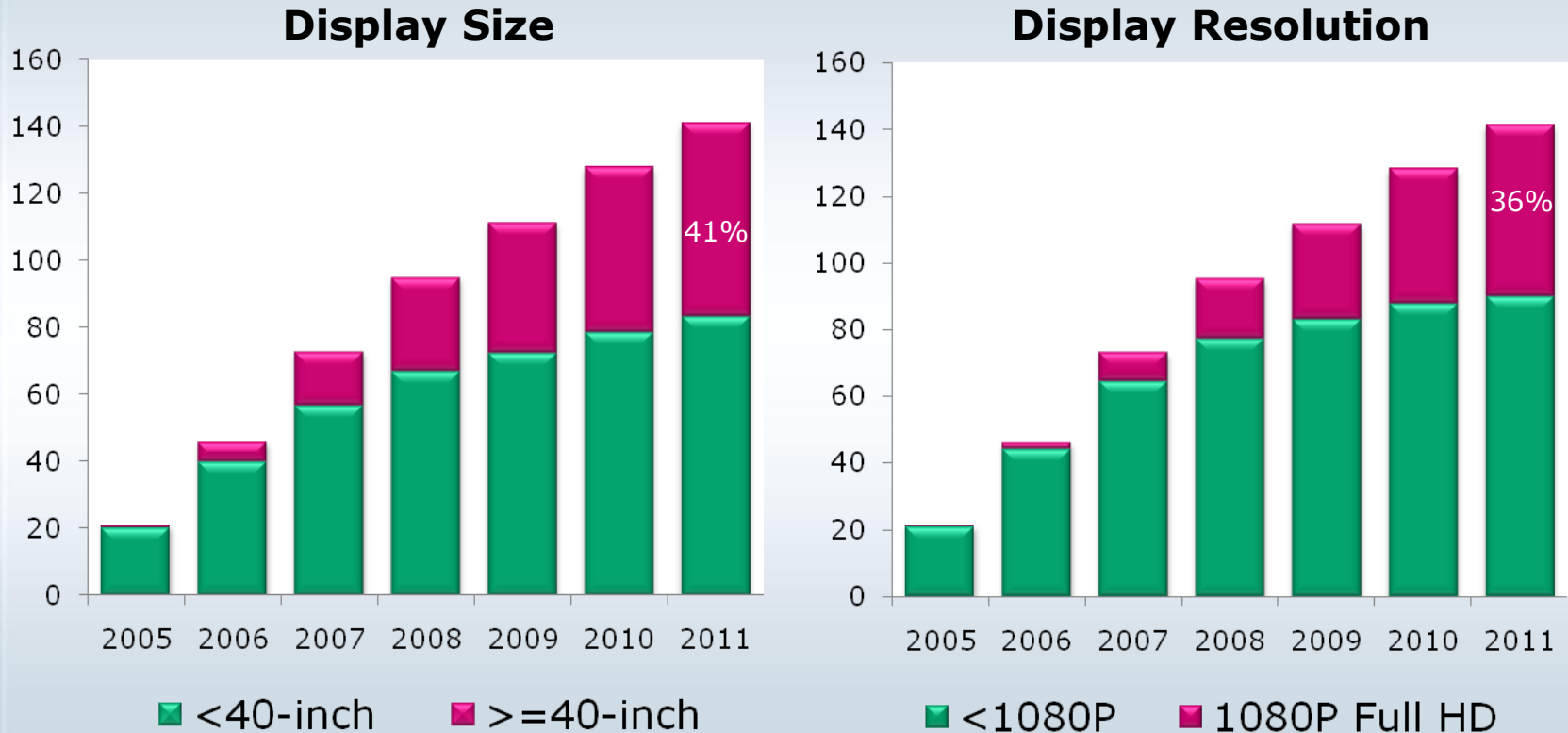
QUALCOMM

**Providing Customer-Centric Innovation
to Leading CE Manufacturers**

LCD TV Trends

Larger Displays and Higher Resolutions

Global LCD TV Units (M)



Video Quality is Increasingly Important

Source: DisplaySearch Q3'07 Quarterly Global TV Shipment and Forecast Report

LCD TV Trends

Digital Broadcasting

Government-Mandated Deadlines for Transition from Analog to Digital TV Broadcasts

U.S. – February 2009

Taiwan – 2010

Germany – 2010

Japan – 2011

U.K. – 2012

China – 2015



Sweden and Switzerland expect to complete the transition as early as 2008!

Digital TV Wave is a Global Trend

LCD Panel Solutions Market

Large-panel, high-definition (HD) TVs

Picture defects detract from the viewing experience and leave consumers dissatisfied:

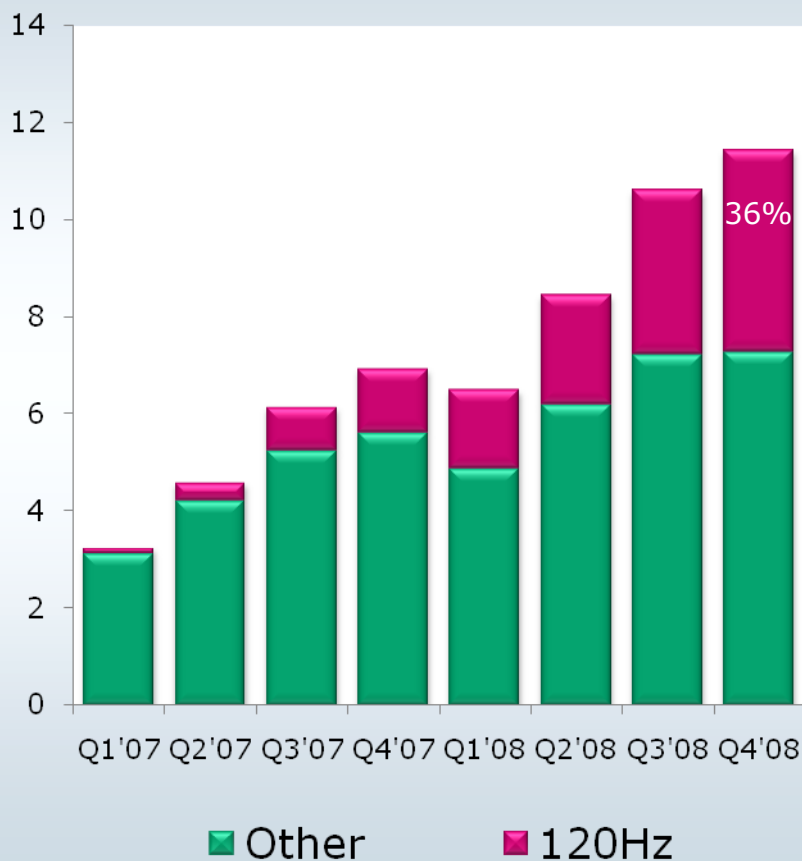
- Blurred motion
- Jerky movements; e.g., "film judder."
- "Halo" effects, etc.

AMD extends DTV footprint from system-on-chip (SOC) solutions to include new panel processors.

AMD introducing new advanced technology for excellent visual quality in LCD digital TVs.

Total panel processor market expected to exceed \$700 million worldwide by 2011.

LCD TV Panel Units 40"+ (M)



Source: DisplaySearch Q3'07 Quarterly TV Electronics Report

AMD Xilleon™ Panel Processors

AMD Xilleon™ Panel Processors

- “Intelligent” processor integrated in the display panel.
- Delivers a rich, immersive entertainment experience.



Video Quality

Unrivalled picture quality up to 1080p full HD resolution.

OEM Differentiation

Design flexibility to enable differentiation among TV brands.

Cost Savings

Unprecedented system integration to help reduce overall TV manufacturing costs.

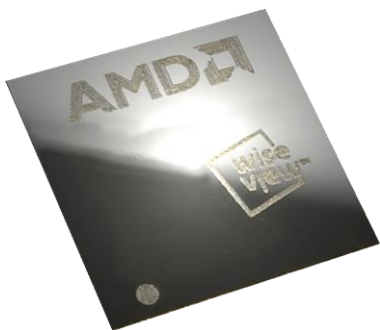
The Ultimate Visual Experience™

Samsung McFi™ FRC Solution

Samsung's Motion Compensated Frame Interpolation McFi™ panel solution for 120Hz LCD TVs.

Based on AMD Xilleon™ panel processor technology

- Samsung's patented frame rate conversion solution leverages AMD's advanced motion estimation/ compensation technology.



**Reduced Appearance of
Motion Blur and Judder for
Excellent Visual Quality**

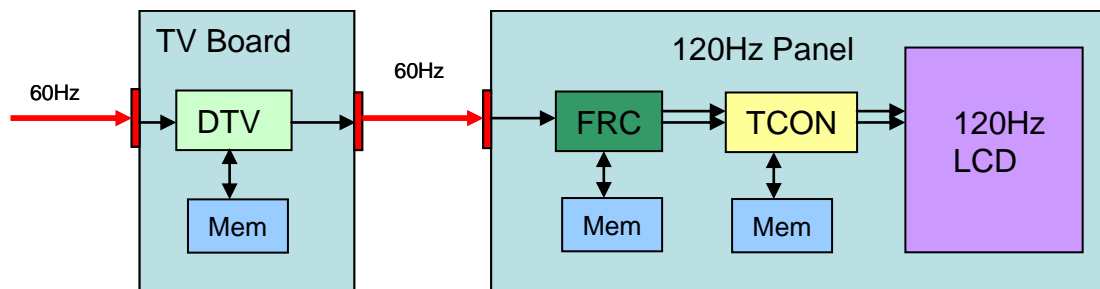


Flexible System Integration

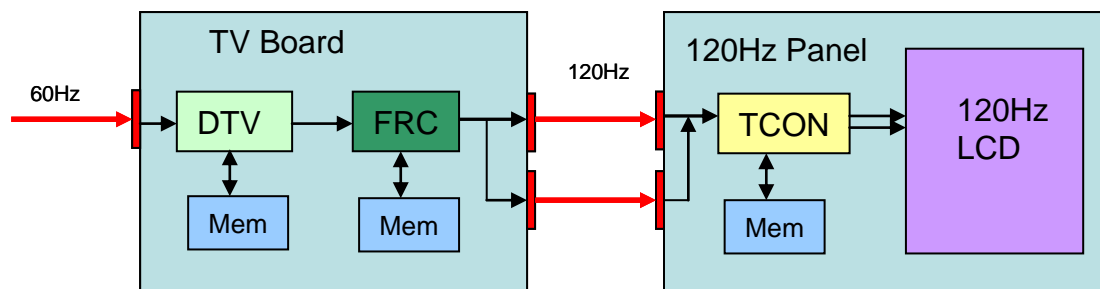
AMD Xilleon™ panel processors can be integrated into the TV panel solution or the TV motherboard for flexible design options.

- Enables OEM differentiation and cost-saving design integration.

Sample Diagram:
TV LCD Panel



Sample Diagram:
TV Motherboard



A Clear Quality Advantage with AMD

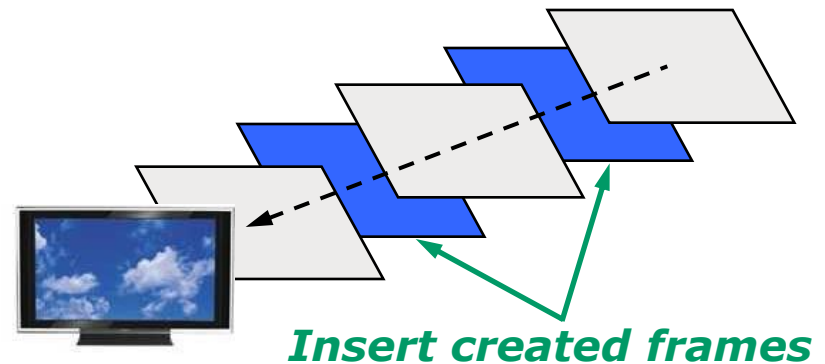
AMD Phase-Plane Correlation Technology

AMD advanced motion compensation/ frame rate conversion based on enhanced phase-plane correlation technology.

Identifies incoming 24Hz/ 60Hz film and video signals and converts them to higher screen refresh rates (100Hz/ 120Hz) used in today's large-panel TVs.

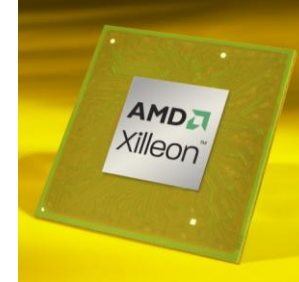
Precisely determines object motion between picture frames and creates additional content frames to create a smoother picture by reducing blurred motion, "film judder" and other defects.

**Intelligently Enhances
Visual Quality**



Crystal Clear, "20/20" Television

AMD Xilleon Panel Processors



AMD Xilleon™ Panel Processors

Processor Models 410, 411, 420, 421

Video Quality

AMD's phase-plane correlation technology is designed to offer more accurate pixel placement, better motion estimation and improved frame interpolation for unrivaled picture quality up to 1080p full HD resolution.

OEM Differentiation

A high degree of programmability, allowing manufacturers to fine-tune features and picture quality via firmware, offers the design flexibility needed to enable differentiation among TV brands.

Cost Savings

High levels of system integration coupled with single-memory solutions help to reduce overall TV manufacturing costs.

Mitsubishi MZW series 120Hz LCD TVs, which are based on Samsung's McFi solution and the AMD Xilleon panel processor, are available in 40", 46" and 52" panel sizes in Japan.

Other leading TV manufacturers are expected to adopt AMD Xilleon panel processors in early 2008.

AMD Consumer Electronics

Delivering The Ultimate Visual Experience™

Game Console



DTV



Desktop PC / Media Server



Notebook PC



Mobile Handset



Home
Networking
Cloud

AMD excels in all five major consumer client platforms

- Technology and products
- Strategic customer relationships
- Industry / ecosystem partnerships

Applications
**Internet
Cloud**
Content Services



Thank You

Any Questions?